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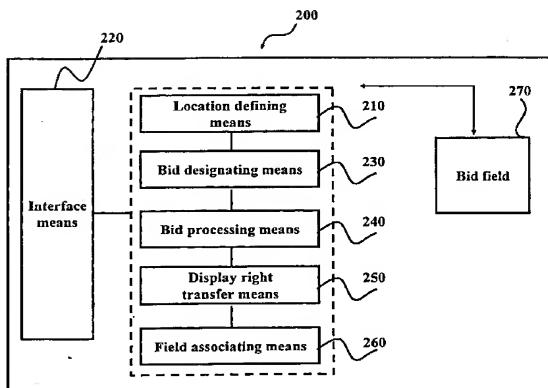
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(54) Title: METHOD FOR CONTROLING DISPLAY OF KEYWORD ADVERTISEMENT IN INTERNET SEARCH ENGINE AND A SYSTEM THEREOF



(57) **Abstract:** A method for controlling display of a keyword advertisement according to the present invention comprises the steps of defining, in response to input of a keyword by a searcher, a plurality of locations where search listings are displayed on a web page, as unit display zones in association with the keyword; receiving bid data corresponding to a first unit display zone, which is one of the plurality of unit display zones associated with the predetermined keyword, from an advertiser; associating the advertiser with a predetermined search listing; receiving automatic bid data corresponding to at least one unit display zone except the first unit display zone, among the plurality of unit display zones associated with the keyword, from the advertiser; if the bid data of the advertiser are successfully bidden through a predetermined bid process for the first unit display zone, assigning a display right in the first display zone to the search listing associated with the advertiser; if a predetermined transfer condition for the assigned display right is satisfied, depriving the search listing associated with the advertiser in the first unit display zone of the display right; and if the search listing in the first unit display zone is deprived of the display right, performing a re-bid process for the input automatic bid data.

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